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CT3112 – Professional skills – communication skills

Workplace communication and Behaviour: What is communication

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Topic content

- Introduction to communication: what is communication/process/types of communication
- What is an effective communication
- How it relates to workplace
- Workplace behaviours: appropriate and inappropriate behaviour
- Conflict: Dealing with conflict
- Communication across cultures



What is communication

One of the most widely cited definition of communication is from Shannon and Weaver's "The Mathematical Theory of Communication" (1949) where they defined it as "the transmission of information from sender to receiver."

The Transactional Model of Communication: developed by Watzlawick, Beavin and Jackson

- communication is the relationship between the sender and receiver.
- It emphasizes that meaning is created through the interaction

Communication is the process of exchanging information, ideas, thoughts, feelings and emotions through speech, writing, or behaviour.



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Types of Communication

- **Verbal Communication:** This type of communication involves the use of words
- **Nonverbal Communication:** This type of communication involves the use of body language, facial expressions, and other nonverbal cues to convey meaning.



Verbal communication

Verbal communication can be divided into two types: spoken and written.

- **Spoken verbal communication** includes face-to-face conversations, phone calls, presentations, etc
- **Written verbal communication** includes emails, letters, and text messages.



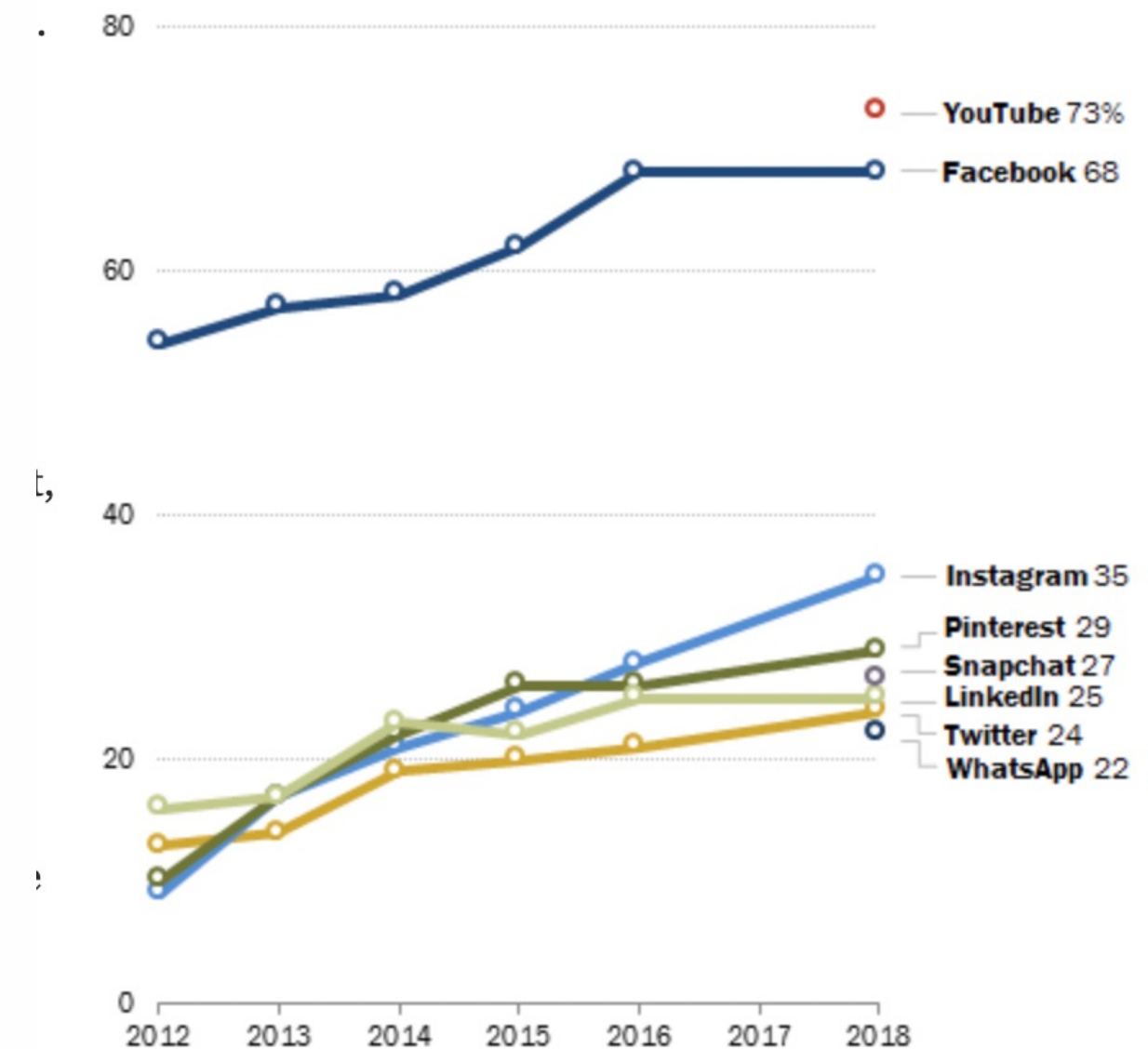
Written communication nowadays

Pew Research Center in 2018

- 81% of American adults use social media

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER



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Written communication nowadays

Radcat Group email Statistics Report, 2020-2024:

- The total number of business and consumer emails sent and received per day will exceed 306 billion in 2020, and is forecast to grow to over 361 billion by year-end 2024.

Daily Email Traffic	2020	2021	2022	2023	2024
Total Worldwide Emails Sent/Received Per Day (B)	306.4	319.6	333.2	347.3	361.6
% Growth	4.4%	4.3%	4.3%	4.2%	4.1%

Table 1: Worldwide Daily Email Traffic (B), 2020–2024



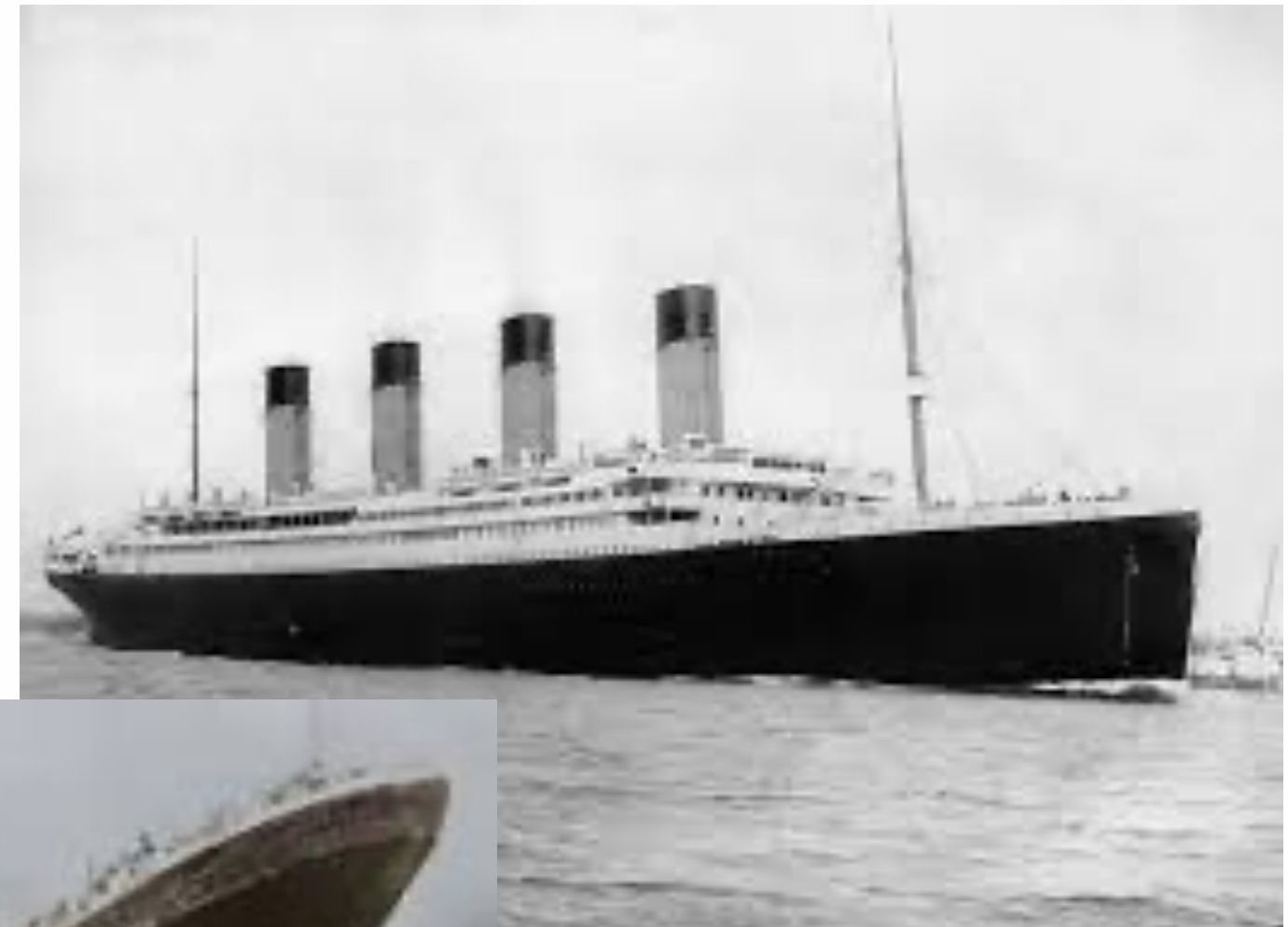
Impact of verbal communication

- Martin Luther King Jr.'s "I have a dream" speech, which helped to galvanize the Civil Rights Movement in the United States.
- President John F. Kennedy's "Moon Speech" in 1961, which inspired the nation to work towards landing a man on the moon.
- Mahatma Gandhi's speeches and writings, which played a crucial role in India's struggle for independence



Impact of verbal communication

- The sinking of the Titanic, which was partly due to a lack of clear communication between the crew and passengers.



Oral communication

- **Advantages:**
 - Immediate feedback, Personal touch, Emotion and emphasis, Flexibility.
- **Disadvantages:**
 - Misunderstandings, Not recorded, Cultural and language barriers
- **Influenced by:** tone, pitch, interruptions and distractions



written communication

- **Advantages:**
 - Record-keeping, Reach a wider audience, Clear and precise, Formal communication.
- **Disadvantages:**
 - Lack of immediacy, Lack of emotion and Language barriers
- **Influenced by:** level of Clarity, Formatting, Spell-check and Grammar check (Poor grammar and spelling), and time to compose.



Formal vs Informal Communication

Formal

1. Structured
2. Professional language
3. Formal tone
4. Clear and concise

Informal

1. No rules, casual
2. Friends and. Family
3. Use of slang words
4. Builds relationship



Non-verbal communication

No verbal communication is the sending or receiving of wordless messages:

- Gestures
- Body language
- Posture
- Tone of voice
- Behaviours/actions
- Facial expressions
- Appearance



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“Actions speak louder than words”

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Impact of non-verbal communication



Thank You



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